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Immediate
Service

The COLE NURSERY CO. Painesville
Ohio

COLE NURSERY SALES
INCORPORATED

Display and Sales Gardens Located for Your Convenience:

Kinsman and 159th,
Just West of Lee Road,
Shaker Heights, Ohio

2910 S. Noble Road,
1 Block North of Mayfield
Cleveland Heights, Ohio

18240 Detroit Avenue,
Lakewood, Ohio

Also
Akron, Ohio

1881

Cole's Anniversary Offering

of the Finest Selected Nursery Stock

1931

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from your nearest "Sales and Display Garden." These novel gardens operated by Cole Nursery Sales, Inc., bring to your neighborhood for inspection and sale "Everything That's Good and Hardy." The stock is replenished fresh daily from Cole's 700 acres in Painesville. Plants handled properly and delivered to you full of their original life and vitality by trained, courteous nurserymen. Immediate truck delivery may be had on orders for \$1.00 or more. It will pay you to visit one of these pleasant display and sales gardens, and see for yourself the almost unbelievable values to be had. Phone orders given immediate attention.

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Delphinium

ENGLISH HYBRIDS. (Blackmore & Langdon). An extraordinarily strong growing Larkspur with a "truly beautiful range" of colors and a large percentage of plants with glorious double flowers. 35c each; 3 for 90c.

GOLD MEDAL ENGLISH HYBRIDS. Excellent standard strain. 2 plants for only 25c.

COLE'S GUARANTEED DOUBLE LARKSPURS. Each plant has been selected carefully by our perennial expert, selecting especially for beautiful color combinations, foliage and strong growth characteristics. Every flower is guaranteed to be "double." Special, 50c each; 3 for \$1.90.

BELLADONNA. Light blue. 20c each; 3 for 80c.

BELLAMOSA. Dark blue. 20c each; 3 for 80c.

Fall is the Best Time to Plant These Glorious Lilacs

Nearly all shrubs can be planted in the fall to your advantage. However, early-starting varieties, such as Lilacs, require fall planting for best results.

COLE'S FAVORITE FRENCH LILAC COLLECTION

Strong plants, 1 1/2 to 2 ft., 50c each; 2 to 3 ft., 75c each; 3 to 4 ft., \$1.25 each.

SPECIAL OFFERS

Five wonderful French Hybrid Lilacs (1 of each), including the beautiful Gloire de Lorraine.

OFFER K-3: Five thrifty plants, 1 1/2 to 2 ft., for only \$2.50.

OFFER K-4: Five strong plants, 2 to 3 ft., for only \$3.75.

OFFER K-5: Five extra-heavy plants, 3 to 4 ft., for only \$4.95.



Lilac, Gloire de Lorraine.



Betula.

Read the descriptions and note the grand display we have worked into this collection.

BELLE DE NANCY. Double. Satiny pink.

GLOIRE DE LORRAINE. A most beautiful new variety. Heavily blue flowers of mammoth size. 25c extra.

LUDWIG SPAETH. Single. Deep rich red. One of the largest flowering sorts.

MICHAEL BUCHNER. A rather dwarf plant that is extremely profuse with its ruffled, soft blue, double flowers, interior shaded blue.

MME. CASIMER-PERIER. Double, creamy white. A dwarf grower.

Mme. Albert Barbier.
(Perpetual)



Talisman (Tea).
Extra Grade, \$1.00 each. Medium Grade, 75c each.



Rev. F. Page-Roberts.
Medium Grade, 75c each.
Extra Grade, \$1.00 each.



Souv. de Claudius Pernet.
(Tea)



Mrs. Henry Morse
(Tea)



Miss Lolita Armour.
(Tea)



Frau Karl Druschki.
(Perpetual)



Elvira Aramayo.
(Tea)



Lady Margaret Stewart
(Tea)



Dame Edith Helen.
(Tea)



Mme. Jules Bouche.
(Tea)



Mme. Edouard Herriot.
(Tea)



Mme. Butterfly.
(Tea)



Thuya Pyramidalis.

A New Plan Bringing Quality and Economy to Your Door

Cole's "New Plan Merchandizing Method" has met with such marvelous and instantaneous success that these further price reductions are now in order.

Prior to our development of this plan Quality Nursery Plants could hardly have been dreamed of being purchased from High Grade Nurserymen at such reasonable prices.

In one year, after announcing our "New Plan", over 25,000 Clevelanders have purchased Cole's Stock. This is more than triple the number of purchasers of the previous year. Progress of this nature in such a year as the last one proves without a doubt that this is truly a "Remarkable New Plan Bringing Quality and Economy to Your Door."

Cole's Root-Pruned Evergreens

This group is especially selected by Mr. Cole for their dependability, long life, freedom from winter injury, drought-resistance, adaptability to city conditions, freedom from red spider and summer burning and last of all, "hardiness." Here are varieties that should easily outlast 20 severe winters and hot summers, growing in beauty with the years.

Planted now—a glorious growth is assured the first year. Remember, for success it is all important to secure "Root-Pruned" Evergreens.

Here is one of the world's choicest collections of Hardy Evergreens. They are naturally somewhat higher priced than the less satisfactory varieties of Juniper, Arbor-Vitae, and Cypress (Retinopora). However, when you consider that their average life is 20 years against only 3 years for those other sorts, you know they are much the cheapest in the long run.

Purchase these varieties of unsurpassed beauty now while Golden Anniversary prices are in effect.

JUNIPERUS chinensis Pfitzeriana (Pfitzer Juniper). The finest of all spreading evergreens. Graceful, horizontal branches with lustrous, blue-green foliage.

18 to 18 in., spread, regularly \$3.00, special only ... \$1.90

1 1/2 to 2 ft. spread, regularly 3.25, special only ... 2.40

2 1/2 to 3 ft. spread, regularly 5.00, special only ... 3.25

J. virginiana glauca (Blue Cedar). Of pyramidal growth with artistic drooping branches. Bright blue color. Excellent for "sentinels" around the foundation, in the border or lawn.

2 to 3 ft., regularly \$5.00, special only ... \$3.50

3 to 4 ft., regularly 7.25, special only ... 5.40

5 to 6 ft., regularly 11.50, special only ... 8.50

J. chinensis columnaris glauca. A most admirable and dependable variety. Formal spires or sentinels of a beautiful soft blue color.

18 to 18 in., regularly \$5.00, special ... \$2.00

2 ft., regularly \$7.50, special ... \$3.00

PICEA excelsa (Norway Spruce). The well known Christmas Tree used extensively in the lawn and for screens. Why not plant or tub one now for Christmas. The root-ball gained weight and greatly in sale planting in your lawn after Christmas. We suggest having a living outdoor Christmas tree. It is gaining in popularity.

1 1/2 to 2 ft., regularly \$1.60, special ... \$0.95

2 1/2 to 3 ft., regularly 3.00, special ... 1.60

3 to 4 ft., regularly 5.75, special ... 2.95

P. pungens glauca (Colorado Blue Spruce). Beloved aristocrat. Desired by all but had by few because of its high price. Cole's Golden Anniversary price is allowing the multitude to have Blue Spruce.

18 to 18 in., regularly \$5.00, special ... \$2.90

2 to 2 1/2 ft., regularly 8.85, special ... 5.90

PINUS sylvestris (Scotch Pine). Specified extensively by professional landscape architects for artistic effects on estates.

3 to 4 ft., regularly \$5.50, special ... \$2.25

4 to 5 ft., regularly 5.50, special ... 3.90

P. montana mughus (Dwarf Mountain Pine). Very useful in any planting of Dwarf Evergreens. Scarce and in great demand.

12 to 18 in., regularly \$2.75, special ... \$1.60

18 to 24 in., regularly 4.50, special ... 2.90

Beauty Bush

(Kolkwitzia amabilis)

Gorgeous hardy introduction of the greatest merit that has really taken flower enthusiasts by storm. Most floriferous with clusters of grand pink flowers. Recently sold as high as \$5.00 each. 18-24 in., reg. \$1.10; special, 50c each. 2-2 1/2 ft., reg. \$1.75; special, 75c each.

Newest and Exceptional Roses

We thoroughly test hundreds of new Roses. Each year we are able to select a few of these that are great improvements over older varieties. We can truly recommend those listed here as being outstanding in beauty and adaptable to this rigorous climate.

Fall Planting of Roses

It has been found that Cole's Northern Grown Hardy Roses, when planted in the fall, give wonderful results even the first season.

The results of a careful checking for a number of years impels us to recommend the planting of northern grown roses in autumn for permanency in Rose Gardens.

Directions for planting may be found in our free booklet, "How to Make Things Grow." You will be surprised at the ease of successful rose growing by following directions and using "Cole's Northern Grown Roses."

Extra Grade Roses

Cole's 2-year EXTRA (the finest plants obtainable), except as noted, each, 75c.

Offer R-3A. Your choice of any six EXTRA grade 75c Roses, except as noted, for only \$4.20.

Offer R-2A. Your choice of any twelve EXTRA grade 75c Roses, except as noted, for only \$7.80.

Medium Grade Roses

Cole's 2-year Medium (as fine as most "first grade" Roses), except as noted, each, 50c.

Offer R-1B. Your choice of any six medium grade 50c Roses, except as noted, for only \$2.70.

Offer R-2B. Your choice of any twelve medium grade 50c Roses, except as noted, for only \$4.80.

Free Booklet

"How to Make Things Grow"

Recently compiled by Mr. Cole, Senior. Check full of valuable information on planting and care of all plants. This publication is FREE with every order for Cole's Golden Jubilee Plants.

Remember!

Cole prepays the shipping charges.
No worry about extra costs.

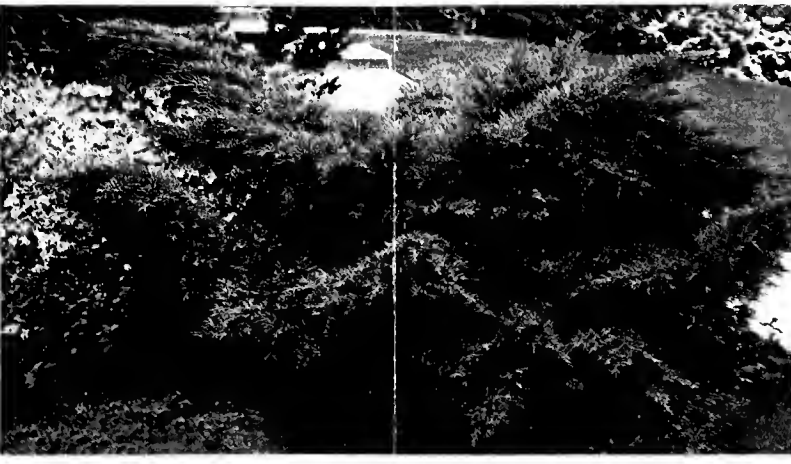
For fifty years The Cole Nursery Co. has stood as a Standard of Quality. We have adopted a policy of co-operation, both with nature and with our customers which has met with gratifying success throughout the years.

From a humble beginning, our nurseries have steadily pushed forward from the small rear garden patch growing a few hundred plants, to an organization of 700 acres now providing millions of plants annually for our friends living in the City, Farm and Suburban Homes.

Gratified as we are of our continued growth and success, since 1881—this Golden Jubilee year we are offering our many friends an opportunity of securing high quality Roses, Shrubs, Perennials, Evergreens, etc., at unusually attractive prices—made possible through our ability to produce enormous quantities and furnish living nursery stock to equal or surpass anything you can buy elsewhere.

Take advantage of our Golden Anniversary Bargains—You Will Save Money.

Cole Nursery Co. Painesville, Ohio



Pfitzer's Juniper.

THUYA occ. pyramidalis (Pyramidal Arbor-Vitae). For hardiness, beauty and all around satisfaction, we suggest this superior variety in place of the cheaper American Arbor-Vitae.

18 to 24 in., spread, regularly \$2.00, special ... \$1.25

2 1/2 to 3 ft., regularly 3.50, special ... 1.90

3 to 4 ft., regularly 4.75, special ... 2.90

T. occ. Wareana (Siberian Arbor-Vitae). Broadly pyramidal with dense dark green foliage. Hard as a rock.

2 to 2 1/2 ft., regularly \$2.90, special ... \$1.60

2 1/2 to 3 ft., regularly 4.00, special ... 2.25

3 to 4 ft., regularly 6.75, special ... 3.90

Japanese Flame Azalea

(Azalea mollis)

Grows thrifflily when planted in peaty soil. Dwarf.

10 to 15 in., thrifty, vigorous, reg. \$1.50, special, 95c each. 15 to 18 in., extra bushy, reg. \$3.00, special, \$2.50 each. 2 to 2 1/2 ft., specimens (20 to 40 flower buds), reg. \$5.50; special, \$3.00 each.

America's Finest Roses

We sincerely believe that our customers are entitled to know upon what undertakings or roots their roses are produced and whether they receive hardy Northern Grown Roses, or Roses produced in the far South or West Coast where proper ripening before digging is always a question.

Our Roses are grown on hardy Multiflora Japonica stocks, near the banks of Lake Erie where plants mature naturally and where we may give personal supervision to their care and storing. We question often the quality of Roses supplied by many institutions because of the uncertainty of their being grown on proper undertakings or sufficiently ripened.

German Peat (Humus)

Extremely beneficial for retaining moisture in dry soils and for loosening heavy soils that tend to bake; promotes healthy, rapid, fibrous root action in nearly all flowers, plants and trees. Especially necessary for Rhododendrons and Azaleas. Medium acid. Bale (the largest obtainable), 25 bundles when broken up, weight about 180 lbs., \$4.75. Large sacks for \$1.00 each.

Vigoro, the Complete Plant Food

A fine, balanced fertilizer, clean, odorless and easy to apply. Directions for use with every package. 100-lb. bag for \$5.00. 50-lb. bag for \$1.00. 25-lb. bag for \$1.75.

Not Prepaid

Evergreens, Peat and Vigoro at these extraordinarily low prices cannot be prepaid. We will ship "Express or Freight Collect." Exception—Orders from Cleveland and vicinity in locations where we make frequent truck deliveries, we will deliver FREE.

Golden Jubilee Descriptive Catalog Free

One of America's most comprehensive Hardy Plant Catalogs. A compilation of all the varieties that we have grown and retained, as thoroughly tested and valuable plants, after 50 years of study. Think of it—nearly 1000 varieties and sizes offered—each variety plainly described for you. Is it any wonder that we have for our slogan, "Everything that is good and hardy."

Plant in Autumn for Spring Beauty



Betty Upchurch.
(Tea)

Rosa Hugonis

Beautiful in foliage and flower. Foliage finely cut, flower clear yellow, small in long spray. Used with shrubbery or as specimen for lawn planting.



Rosa Hugonis (Tea).
Extra Grade, \$1.00 each.
Medium Grade, 75c each.

Wonderful New Double Mock Orange

(Philadelphus Virginal)

Extremely floriferous and purest white. Tall. 18 to 24 in., reg. 50c; special, 40c each. 2 to 3 ft., reg. 70c; special, 50c each. 3 to 4 ft., reg. \$1.00; special, 75c each.



"Everyone Must Have Theresia—"

This was the exclamation of Mr. Ed. George, prominent nursery and peony specialist, after spending a full week studying the quality of over 200 varieties in our field. Theresia is recognized by the American Peony Society as being the nearest perfection of all Pink Peonies.

Amazing in its shades and depths of coloring. We cannot properly describe it and no painter can portray all of its gorgeous colorings.

"But how can we induce people to secure this choice flower?" was the question put to Mr. George. The answer that we feel sure will cover the land with Theresias was as follows: "Theresia has been priced too high for the average pocketbook—many firms asking \$5.00 and more. Price Theresia under \$1.00 and everyone will have Theresia."

THE SAGE HAS SPOKEN

Here's the offer: Theresia, 90c each. "Everyone must have Theresia."

PEONIES THAT DO NOT BLOOM

One often hears the remark "What is the matter with my Peonies? They do not bloom."

There are a number of reasons for this, but undoubtedly the foremost is "decayed roots." Therefore we advise our customers to discard old plants that do not bloom, replacing them with healthy, up-to-date varieties from a reliable nursery, and, of course, must be planted in clean soil. Visitors to our fields always marvel at the wealth of bloom that each of our plants show. When digging, we do not hesitate to destroy old roots that show the least semblance of disease. This naturally guarantees our friends and customers the maximum amount of success. Plant Cole's Peonies and avoid disappointment.

Spirea Billiardi

2 to 3 ft., reg. 50c; special, 40c each. 3 to 4 ft., reg. 65c; special, 50c each.



62.67
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Mammoth Darwin Tulips

These bloom in late May and continue for a long period. We have made contracts with specialists in Holland which allow us to supply to our customers at very attractive prices, wonderful quality Darwins, in the finest varieties. Top size bulbs only, and priced lower than has been possible in the past.

Plant size to eight inches apart and four to five inches deep. 25 bulbs sold at 100 rate.
Prices, unless noted: 25c for 3; 60c for 10; \$1.20 for 25; \$4.25 for 100.
AFTERGLOW. Deep orange suffused with salmon salmon edge. Very large. 30c for 3; 75c for 10; \$1.50 for 25; \$5.25 for 100.
BARTIGON. Every crimson center white.
BARONNE DE LA TONNAYE. Vivid pink; bluish rose margin.
CLARA BUTT. One of most popular for bedding. Delicate salmon-pink, or mainly described as soft pink.
CITY OF HAARLEM. Probably the finest deep scarlet Darwin Tulip. Very large. A blaze of color. 40c for 3; \$1.00 for 10; \$2.00 for 25; \$7.50 for 100.
FARNCOMBE SANDERS. Rich, brilliant, rosy scarlet.

FEU BRILLIANT. Called one of best bright glowing reds. 30c for 3; 80c for 10; \$1.65 for 25; \$6.00 for 100.

GRETCHEN. Delicate flesh pink or pale rose; flushed white.

INGLESOMBE YELLOW (Yellow Darwin). See Cottage Tulip.

LE NOTRE. Fine clear pink, extra for forcing or bedding.

MADAME KRELAGE. Pink with light border. Extra.

MASSACHUSETTS. Beautiful, large, vivid pink; edged rose white. 30c for 3; 75c for 10; \$1.50 for 25; \$5.25 for 100.

NORA WARE. Delicate and beautiful; ivory lilac with white shading. 30c for 3; 75c for 10; \$1.50 for 25; \$5.25 for 100.

PRIDE OF HAARLEM. Unusually attractive; rosy crimson, purple base. Distinct.

PRINCESS ELIZABETH. Beautiful pink. Rare as one of best for cut flowers or bedding.

PROF. RAUWENHOF. Enormous flower of cherry rose with blue and white star at base.

REV. H. EWBANK. Brody heliotrope with silvery flesh, darker toward base. Very beautiful and distinct.

WHISTLER. Brightest scarlet; inside clear crimson-red.

WHITE QUEEN. The best known late white Tulip. Creamy white, tinted bluish.

WAL. COPELAND. Most attractive lavender when forced, or rose blue when grown outside. 30c for 3; 75c for 10; \$1.50 for 25; \$5.25 for 100.

WAL. PITT. Very deep rich crimson; fine for outdoor or for pots.

ZULU. Large egg-shaped flower, dark black; rich, velvety.

Unless noted: 25c for 3; 60c for 10; \$1.20 for 25; \$4.25 for 100.

Special Offer Darwin Tulips

100 bulbs in 5 distinct varieties—20 of each, packed separately and properly labeled. Value \$4.00.

SPECIAL PRICE \$3.95

20 Baronne de la Tonnaye. Vivid pink
20 Clara Butt. Soft pink
20 Farncombe Sanders. Rosy scarlet
20 Pride of Haarlem. Rosy crimson
20 Rev. Ewbank. Heliotrope

Darwin Tulip Mixture

We will supply a mixture of eight or more distinct varieties made up in mixture by ourselves, insuring you against the chance of poor mixing, as often happens when buying ordinary mixture. Guaranteed to be Cole's First Size Bulbs.

25 bulbs for 1.00
100 bulbs for 3.25
1000 bulbs for 30.00

Breeder Tulips

This class is similar to the Darwin except in place of the dashing bluing colors we find soft shades of daisy, orange or bronze and purple.

Bronze Queen. Soft buff; inside tinged golden bronze.

CARDINAL MANNING. Dark rose violet.

DOM PEDRO. Deep coffee brown, with golden brown edge. 40c for 3; \$1.00 for 10; \$2.10 for 25; \$7.50 for 100.

LOUIS XIV. Dark purple, flushed bronze near the edges of petals. Considered by many to be the finest of its type grown. 35c for 3; 85c for 10; \$1.75 for 25; \$6.50 for 100.

PANORAMA. Remains in bloom for a longer period than most tulips. Mammoth flowers of deep orange-red shaded mahogany.

PRINCE OF ORANGE. Orange-red shading to a light orange border. 40c for 3; \$1.00 for 10; \$2.10 for 25; \$7.50 for 100.

ST. JAMES. A high class exhibition bloom. Lilac, edged tan, shading light rose. Inside mahogany with golden bronze edge. 35c for 3; 85c for 10; \$1.75 for 25; \$6.50 for 100.

VELVET KING. Purple-violet with maroon shading. 40c for 3; \$1.00 for 10; \$2.10 for 25; \$7.50 for 100.

YELLOW PERFECTION. Bronze-yellow edged orange-yellow. Unless noted: 30c for 3; 75c for 10; \$1.60 for 25; \$5.75 for 100.

Single Early Tulips

This class is most useful for forcing and forcing inside, or for use where beds of summer annuals are to follow. In many parts of the country they are more desirable than late flowering because of their earlier period of bloom. They supply a perfect range of colors.

ARTUS. Brilliant red.

BELLIE ALLIANCE. Scarlet. Very fine.

CHRYSOLORA. Large golden yellow. Best yellow for early outdoor bloom.

COTTAGE MAID. White, edged rose; giving pink effect. Beautiful.

DUCHESS DE PARMA. Very showy. Orange-scarlet, edged yellow.

KEIZERSKROON. A grand Tulip; most showy Single Early. Bright red, bordered golden yellow. 40c for 3; \$1.00 for 10; \$2.10 for 25; \$7.50 for 100.

LA REINE. Dependable white edged rose. Almost white when open.

PRINCE OF AUSTRIA. Orange-shaded scarlet. Lustrous, sweet scented.

WHITE HAWK. (Ablon). The finest white single for bedding. 35c for 3; 80c for 10; \$1.65 for 25; \$6.25 for 100.

YELLOW PRINCE. Deep yellow. Fine stem and wonderful border. 35c for 3; 80c for 10; \$1.65 for 25; \$6.25 for 100.

Unless noted: 30c for 3; 75c for 10; \$1.50 for 25; \$5.25 for 100.

Late Single Cottage Tulips

This is a most interesting class of Tulips, having many shapes and sizes. They vary from real pointed petals to round petalled cup-shaped blooms, and run through the entire color range.

Often called Old English Garden Tulips or May Flowering Cottage type.

ELLEN WILLMOTT. Splendid large flower of soft creamy yellow. 35c for 3; 85c for 10; \$1.75 for 25; \$6.50 for 100.

FAIRY QUEEN. Soft rosy heliotrope suffused with salmon and yellow.

GISELHANA SPATHULATA. Rich crimson-scarlet, with blue black center. Very distinct from all others in this group. 35c for 3; 85c for 10; \$1.75 for 25; \$6.50 for 100.

GRENADEER. Immense bloom of brightest vermillion with orange base. A perfect blaze of color. 40c for 3; \$1.00 for 10; \$2.10 for 25; \$7.50 for 100.

GOLDEN SPIRE. Unique in shape and coloring. Very long pointed bud curled at the tip. Opens orange-yellow with copper shading.

INGLESOMBE YELLOW. Shining canary yellow, large globular flower. Has become known as Yellow Darwin because of its form.

ISABELLA (Blushing Bride). Beautiful rose-pink, shaded white. Really distinct in color.

MRS. MOON. The gem of late yellow tulips. Very large and sweet scented. Golden yellow. 35c for 3; 85c for 10; \$1.75 for 25; \$6.50 for 100.

PARISIAN WHITE. One of the finest white Tulips and most plentiful in supply. 35c for 3; 85c for 10; \$1.75 for 25; \$6.50 for 100.

PICOTEE (Maiden's Blush). Long pointed clear white petals, neatly edged and penciled bright pink. Unless noted: 30c for 3; 75c for 10; \$1.60 for 25; \$5.75 for 100.

SCHOONBOORD. A white form of Muriel.

TOURNESOL. Most striking combination of red and yellow, edged scarlet. 35c for 3; 85c for 10; \$1.75 for 25; \$6.50 for 100.

VIOURBAK. Rich vermilion-red. Splendid form and size. Unless noted: 30c for 3; 80c for 10; \$1.70 for 25; \$6.25 for 100.

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Narcissus, Bicolor Victoria.

Narcissus

Do not fail to include some Narcissus for borders and beds. The varieties we list are distinct and most hardy.

Secure Cole's Top Size Bulbs for satisfactory growth and bloom.

ALBA PLENA ODORATA. Double white; very fragrant and most hardy. 20c each; 40c for 3; \$1.00 for 10; \$2.00 for 25.

KING ALFRED. The finest of large-flowered single yellows. Golden yellow with deeply frilled edge. 35c each; 75c for 3; \$2.20 for 10; \$5.00 for 25.

BICOLOR VICTORIA. Creamy white perianth; deep yellow trumpet. Its flowers last well in the garden or when cut. 25c each; 50c for 3; \$1.50 for 10; \$3.25 for 25.

EMPEROR. Perianth (tube) deep primrose, trumpet dark yellow. Grand for naturalizing. 25c each; 50c for 3; \$1.50 for 10; \$3.25 for 25.

LAURENS KOSTER. (Posta type). Blooms with clusters of five to seven flowers. Pure white with yellow eye. 25c each; 45c for 3; \$1.25 for 10; \$2.75 for 25.

POETICUS ORNATUS. Perianth pure white, cup yellow, edged scarlet. 25c each; 45c for 3; \$1.25 for 10; \$2.50 for 25.

Mixed Narcissus

We take great care in making up each individual order of Mixed Narcissus, using from 4 to 8 of the finest standard varieties. We suggest planting in substantial quantities for naturalizing purposes. 90c for 10; \$1.90 for 25; \$6.75 for 100.

Plant DAFFODILS in large masses under deciduous trees. They will bloom before the leaves appear.

Ranunculus Repens

(Trailing Cowslip)

Shining green foliage and golden yellow, double, but semi-double flowers in May and June.

Our large 64-page descriptive Catalog, "Everything That's Good and Hardy," will gladly be sent on request.

Cole has always handled Quality Plants only. Bulbs guaranteed First Size.



Ranunculus.



Rock Plants

Selected from our long list of Rock Garden Plants as being especially good for fall plantings. These are equally valuable for border border plantings. Most complete lists will be shown in our spring book to be published in January.

Unless noted: 20c each; 10 for \$1.80.

ACHILLEA. Boule de Nieve. 2 ft. Pure white.

AQUILEGIA. Hybrids. 2 1/2 ft. All colors. 2 for \$2.50; 10 for \$1.00.

ALYSSUM. saxatile compactum. 6 in. Yellow.

ARMERIA. Lancheana. 6 in. Rosy red. 25c each; 5 for \$1.00.

CAMPANULA. carpatia. 6 in. Blue or white. 25c each; 5 for \$1.00.

DICENTRA. eximia. 10 in. Pink, dwarf Bleeding Heart. 30c each; 5 for \$1.25.

HEUCHERA sanguinea. 1 1/2 ft. Bright crimson. 30c each; 5 for \$1.00.

IBERIS sempervirens (Hardy Candytuft). 8 in. White. 25c each; 5 for \$1.00.

VIOLA. Jersey Gem. 6 in. Clear violet. 25c each; 5 for \$1.00.

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Quality Hyacinths

Nothing equals the beautiful Hyacinth flower for all around loveliness and suggestion of spring. Wonderfully fragrant and equally useful for outdoor bedding or for flowering inside in pots. Use four to five-inch pots for single bulbs, or place three in a six-inch pot and live in an eight-inch pot. For outdoor planting use four bulbs per square foot, planting five inches deep.

Single Hyacinths

GERTRUDE. Deep rose-pink.
GRAND MAITRE. Light porcelain-blue.
KING OF THE BLUES. Finest dark blue.
LADY DERRY. Beautiful rose-pink.
L'INNOCENCE. Wonderful pure white.
QUEEN OF THE PINKS. Large rose-pink.
QUEEN OF THE BLUES. Sky-blue with silvery reflex.
YELLOW HAMMER. Splendid creamy yellow.

Extra Size bulbs, 20c each; 10 for \$1.50. Fine Grade bulbs, 15c each; 10 for \$1.00.

Double Hyacinths

Usually flower with shorter stems but with well rounded heads of truly double flowers.

LA GRANDESE. Large flowered. Pure white.
BOUQUET TENDRE. Deep rose.
PRES. ROOSEVELT. Clear pink.

Extra Size bulbs, 20c each; 10 for \$1.50. Fine Grade bulbs, 15c each; 10 for \$1.00.

1931

The COLE NURSERY CO. Painesville, Ohio

COLE NURSERY SALES, INCORPORATED

Display and Sales Gardens Located for Your Convenience:

Kinman and 159th, Just West of Lee Road, Shaker Heights, Ohio
2010 S. Noble Road, 1 Block North of Mayfield, Cleveland Heights, Ohio
18240 Detroit Avenue, Lakewood, Ohio



Crocus.

Dicentra Spectabilis

True "Bleeding Heart" are properly planted now.

This is the greatest bargain we have ever seen for this much beloved plant.

Strong 2-year clumps usually priced at 60c each. Cole's 50th Anniversary price, 35c each; 3 plants for only 95c.



Dicentra Spectabilis—Bleeding Heart.

Unusual shade of porcelain-blue which changes to pink after full bloom. Used in hardy borders and mixed in spring bulb plantings. 25c each; 3 for \$1.00.

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Crocus

Planted in the lawn, beneath the sod, or used as a border to bulb beds, or as edging to walks, the Crocus is the first glad harbinger of spring. They bloom before the other spring-flowering bulbs just after winter's snows have passed, and are fragrant possible in blue, yellow, white, or blue and white striped.

The named varieties are the largest or mammoth bulbs, while the named colors are select number one grade.

MONT BLANC. Pure white. 65c for 10; \$1.40 for 25; \$4.75 for 100.

PURPUREA GRANDIFLORA. Large deep purple. 65c for 10; \$1.40 for 25; \$4.75 for 100.

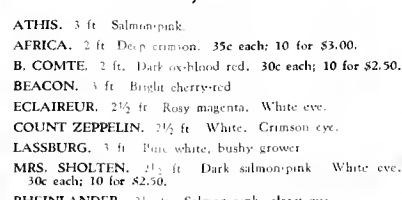
SIR WALTER SCOTT. Splendid combination of blue and white. 65c for 10; \$1.40 for 25; \$4.75 for 100.

MAMMOTH YELLOW. Largest flowering yellow. 70c for 10; \$1.50 for 25; \$5.25 for 100.

Crocus—Separate Colors Unnamed and Mixed

Blue, White, Striped Blue and White, Yellow, and Mixed. 50c for 10; \$1.10 for 25; \$3.75 for 100.

Hardy Phlox



ATHIS. 3 ft. Salmon-pink.

AFRICA. 2 ft. Deep crimson. 35c each; 10 for \$3.00.

B. COMTE. 2 ft. Dark overland red. 30c each; 10 for \$2.50.

BEACON. 3 ft. Bright cherry-red.

ECLAIREUR. 2 1/2 ft. Rosy magenta. White eye.

COUNT ZEPPELIN. 2 1/2 ft. White. Crimson eye.

LASSBURG. 3 ft. Pure white, bushy grower.

MRS. SHULTEN. 2 1/2 ft. Dark salmon-pink. White eye. 30c each; 10 for \$2.50.

RHEINLANDER. 2 1/2 ft. Salmon-pink, clear eye.

SPECIAL FRENCH. 3 ft. Glowing pink.

Unless noted: 20c each; 10 for \$1.80.

Autumn Planting Brings Its Reward in Gay Spring Colors

Every spring there are many who, on seeing a beautiful display of early flowers, declare they will plant a garden "next autumn," only to neglect the matter and regret it. Early flowers, coming after our long and dreary winter, are the most welcome and seem the most beautiful. They are of simple culture and almost sure to grow and make a gorgeous display, even for the gardening novice. Planting may be done any time before the ground freezes, but do not neglect to plant in the autumn.

Aquilegia

(Columbine)

(Long Spurred Hybrids). A wonderful mixture of the entire range of colors. Beautiful combinations of color with large flowers. 2 for 25c; 10 for \$1.00.

Liatris

(Blazing Star)

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